
案例培训日程

EXCELLENT CASE WRITING AND TEACHING （卓越的案例写作与教学）

Day 1: Case writing and publishing

Morning: Introduction

- What makes a good case study?
- Choosing the right topic.
- Working with the company.
- Writing the teaching note.
- Creating videos and other additional teaching material.

Afternoon: Workshop in small groups

Template: I will provide everyone with a detailed step-by-step template for cases and teaching notes. This template will describe what each section of the case and teaching note should contain, along with a specific list of do's and don'ts.

Practice: Participants are invited to come with a case study idea or with an existing case or teaching note. These ideas will be discussed in small groups based on the template and the principles described in the morning. The group and instructor will provide comments for improvement.

Day 2: Case Teaching

Morning: Demonstration Teaching

- I will demonstrate case teaching by teaching one of my highest-selling case: “Cacharel de L’Oréal” case. This case will also show that even old cases can be taught and be relevant today
- Tips for successful case teaching.
- Leading case discussion (cold calling, case polls).
- How to deal with difficult participants (experts, trouble makers, shy students, etc.).

Afternoon: Workshop in small groups

Practice: Participants are invited to come with specific questions about case teaching. Small groups will be formed on each topic (e.g., dealing with experts). The groups will discuss their experience and solutions, and will report back to the entire group of participants.

授课教授介绍

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Education

HEC School of Management, Jouy-en-Josas, France.

1993-1998 Ph.D. in Marketing with highest honors (June 1998).

1995-1997 Visiting Scholar and lecturer, Wharton, University of Pennsylvania.

ESSEC Graduate School of Management, Cergy-Pontoise, France.

1989-1992 Degree in business administration (Diplôme Grande Ecole).

Profile

Pierre Chandon is the [L'Oréal Chaired Professor of Marketing, Innovation and Creativity](#) at INSEAD in France and the Director of the [Sorbonne INSEAD Behavioural Lab](#). He holds a PhD in marketing from HEC Paris and an MS in Business Administration from ESSEC. Prior to joining INSEAD, Pierre Chandon was a faculty of the London Business School and of the University of North Carolina at Chapel Hill. He has also held visiting positions at Kellogg, Wharton, and Harvard Business School.

His primary research interests focus on the effects of marketing (e.g., packaging design, health claims, brand claims) and emotions (e.g., vicarious defeats, attitude ambivalence) on food perception and choice. He has published in marketing and psychology journals, such as *Psychological Science*, *Journal of Consumer Research*, *Journal of Marketing Research*, and *Journal of Marketing* but also in nutrition and medical journals, such as *Obesity*, *Nutrition Reviews*, and *Annals of Internal Medicine*. He is a member of the Institute of Cardiometabolism and Nutrition. His research has been the subject of media coverage in Europe and in the US by, among others, *The New York Times*, *The Economist*, *The Financial Times*, *The Wall Street Journal*, *USA Today*, NPR, *Cosmopolitan*, and the Rush Limbaugh show.

Pierre Chandon won the best article award from the *Journal of Consumer Research* twice, in 2010 and in 2014. In 2012, he received the O'Dell award for the article in the *Journal of Marketing Research* which was judged to have made the most significant long-term contribution to marketing. He was also a finalist for the Marketing Science Institute /H. Paul Root Award for the best article published in

the *Journal of Marketing* twice, in 2006 and in 2010. He is a past associate editor of the *Journal of Consumer Research* and is currently on the editorial boards of the *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Consumer Psychology*.

Pierre Chandon has written numerous award-winning case studies, including the global best case award from the CaseCentre in 2006 (marketing category), 2007 (marketing category and overall award), 2008 (overall award), and 2012 (overall award). According to the CaseCentre, his “Unilever in Brazil” case is the 8th best-selling business case of the past 40 years. He has worked with consumer and luxury goods companies including Danone, Procter & Gamble, Unilever, Ferrero, LVMH, and L’Oréal.

At INSEAD, Pierre Chandon teaches brand management in the MBA, EMBA, and executive education programs. He has been nominated multiple times for the Best Teacher award and has received the Dean’s Commendation for Excellence in teaching every year since its inception.